

# Welcoming Diversity of Talent

We surveyed over 1,000 Minnesota employers to see what they are doing to attract and retain a diverse workforce.

Here's what we learned.

### Are businesses actively recruiting people of color?

#### Yes!

Employers of all sizes and in all regions and industry sectors of Minnesota report that they are actively seeking to increase racial diversity in both entry-level and management positions.



#### Did You Know?

Large and small firms tend to have different priorities around diversity.

- Three in four businesses employing 250 or more workers are actively seeking to hire people of color.
- One in four businesses employing fewer than 50 workers are actively seeking to increase the racial diversity of their workforce.

## Why are employers recruiting people of color?

#### For both moral and economic reasons...

Percent of employers agreeing with the following reasons to increase the racial diversity of their workforce:

To attract the best applicants To improve work environment or culture 44% To improve racial equity To increase customer appeal To increase productivity

#### How are businesses attracting and retaining diverse talent?



Over half have worked to ensure that stated minimum qualifications are truly required and not simply preferred.

> Half pay for professional development of their employees.





In one out of every three businesses, senior leadership have communicated a commitment to diversity.

> A third have made diversity training available to all employees.





ECONOMIC DEVELOPMENT

Visit mn.gov/deed/diversity for more

Sources: Minnesota Employer Workforce Diversity

Survey, 2016 MN Department of Employment and Economic Development

Quarterly Workforce Indicators US Census Bureau